

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT
BACHELOR OF COMMERCE (HONOURS) DEGREE
MARKETING RESEARCH – CBU 2101
FINAL EXAMINATION – JANUARY 2013
TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

Answer any **Four** questions.

INFORMATION TO CANDIDATES

- i) All questions carry **25** marks each.
- ii) Questions may be answered in any order.
- iii) Credit will be given for the use of appropriate examples.
- iv) This paper contains **Seven** Questions.

QUESTION 1

Explain the following terms as used in Business Research:-

- | | |
|-------------------------|-------------------|
| (a) Research problem | [5 Marks] |
| (b) Research objectives | [5 Marks] |
| (c) Research questions | [5 Marks] |
| (d) Research design. | [10 Marks] |

QUESTION 2

‘In -Depth interviews as a research technique is an important tool in marketing research but it is important to recognize the strengths and weaknesses of this technique.’ Discuss.

[25 Marks]

QUESTION 3

Demonstrate your understanding of the following marketing research terms:-

- (a) Evaluation of secondary information **[5 Marks]**
- (b) Product testing **[5 Marks]**
- (c) Case study. **[5 Marks]**
- (d) Qualitative research analysis techniques. **[5 Marks]**
- (e) Quantitative research analysis techniques. **[5 Marks]**

QUESTION 4

Every researcher needs to consider ethical issues when carrying out a research. Discuss this statement in line with:

- (a) The collection of data **[8 Marks]**
- (b) The process of analysing the data **[8 Marks]**
- (c) The dissemination of findings and presentation of the report **[9 Marks]**

QUESTION 5

You have been approached by NUST to carry out a research on the challenges faced on attachment of students by various departments within the university. The university is also concerned with the effect of other players [these players being other universities in Zimbabwe] on issues of attachment. Write a report to NUST as to the research design/s you would use in this kind of research and explain the reasons for your choice of the research design/s. **[25 Marks]**

QUESTION 6

- (a) Differentiate between probability sampling and non- probability sampling using specific sampling techniques under each one. **[15 Marks]**
- (b) Discuss the importance of sampling in a research. **[10 Marks]**

QUESTION 7

Analyse the following five attitude measurement scales in marketing research, Likert scales, Semantic differential scales, Staple scales, Category scales and Constant sum scales. **[25 Marks]**

END OF EXAMINATION